



Optimize Direct Mail  
Performance by Incorporating  
**New Technologies**



# 78% of Consumers React to Direct Mail on a Daily Basis<sup>1</sup>

On a daily basis we encounter thousands of ads from billboards along the expressway to social ads on Facebook and other social media platforms. But did you know that direct mail has shown to outpace other media channels especially when you integrate it with leading edge digital marketing technologies? This marketing mix has proven to increase response and ultimately lead to increased sales. Today we will highlight a few emerging technologies that we can use to help boost your next direct mail campaign.

- 1 Direct Mail Retargeting
- 2 Augmented Reality
- 3 Informed Delivery
- 4 Informed Visibility

Contact me for a free consultation to improve your direct mail results.

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<sup>1</sup> Source: UK Direct Marketing Association, "From Letterbox to Inbox 2013."

# 1 Direct Mail Retargeting

Deliver highly personalized direct mail pieces to prospects who recently interacted with your brand online but didn't make a purchase. Direct mail retargeting combines the personal touch and tangibility of direct mail with the power of digital marketing to identify and build relationships with your website visitors.

This strategy aims to send direct mail to consumers who have visited your website or mobile app without a conversion.

These prospects may have:

- Visited a product page but didn't complete the checkout
- Engaged with content on your website or blog but didn't fill out a form to download the content
- Abandoned a shopping cart before completing a purchase

All of the above interactions are ideal for retargeting. At SPC we have the capabilities to employ everything from the trigger technology to fully variable and personalized print production.

**Purchasing  
frequency is**

**250%**

higher on omni-channel v.  
single channel campaigns<sup>2</sup>

<sup>2</sup> Source: [Dexatel](#)

**72%** of consumers purchased items they had not planned to purchase because of Augmented Reality<sup>3</sup>



SCAN TO EXPERIENCE AR

# Augmented Reality

Adding an augmented reality experience lengthens the time your audience will interact with your printed direct mail. You can transform a traditional direct mail piece and bring it to life with AR—adding the wow factor. Consider using a call to action item like a coupon or voucher for the recipient to respond immediately with their mobile device. AR adds a direct connection from any printed piece to a mobile device and expedites the sale.

## AR Experience

Postcard with AR Enabled QR Code



<sup>3</sup> Source: [Businesswire.com](https://www.businesswire.com)

# Informed Delivery

Informed Delivery<sup>®</sup> by the USPS allows your audience to preview their mail digitally on their smartphone or tablet. It is a simple and effective way to add another touch-point that can ultimately drive response. They will get your mail piece in tandem with a full-color, clickable ad within the Informed Delivery email preview. For marketers there is also an attractive cost savings component that makes this technology even more appealing which adds to your bottom line.

**Marketing campaigns that used direct mail and 1 or more digital media experienced a**

**118%** lift in response rate compared to using direct mail only <sup>4</sup>



## More Insights

You can see who's clicking on the Informed Delivery links so know who is engaging with your brand.

Let this inform your future campaign touch points you have planned across various marketing channels.

<sup>4</sup> Source: [Merkle](#)



SCAN TO WATCH VIDEO

# Informed Visibility

Informed Visibility Mail Tracking & Reporting (IV<sup>®</sup>-MTR), is the U.S. Postal Service source for near real-time letter and flat mail tracking information. Informed Visibility allows marketers to track when direct mail is delivered. For marketers, knowing this information can trigger complementary digital campaigns that are timely and optimized for effectiveness.

## How This Works



Mail is scanned into a tracking system. Informed Visibility allows you to track the mail's current location.



A scan upon delivery lets you know your piece reached its destination.



This allows marketers then to send coordinated digital campaigns in a timely fashion to the targeted household.

# The Future Is Here.

At SPC we have the team and experience to help you launch your next campaign and pair it with the right technologies to drive the best results. From data modeling and creative development to 100% variable and personalized direct mail, we are here to help you with your next direct mail program.

▶ **Contact Ryan LeFebvre, SPC's EVP of Sales & Marketing at [ryanl@specialtyprintcomm.com](mailto:ryanl@specialtyprintcomm.com), to discuss your 2023 marketing goals and let us help you implement the perfect strategies to reach your goals.**

The logo for SPC FUEL, with 'SPC' in blue and 'FUEL' in yellow, set against a background of colorful, wavy bands in green, yellow, orange, red, and purple.